

Jamnis

Jamaica Agricultural Marketing Information System

Agricultural Marketing Information Division/ Rural
Agriculture Development Authority
Ministry of Agriculture & Fisheries
Jamaica

Ag. Marketing Information Div. Functions

- Data Collection and Analysis
- Market Reporting
- Marketing Services
- Market Forecasting
- Market Policies and Regulations



Jamaica's Market Challenges

▶ Unorganized Supply

▶ Disorganized Demand

▶ High post-harvest losses — 10-50% ↑

▶ Poor Information Flows

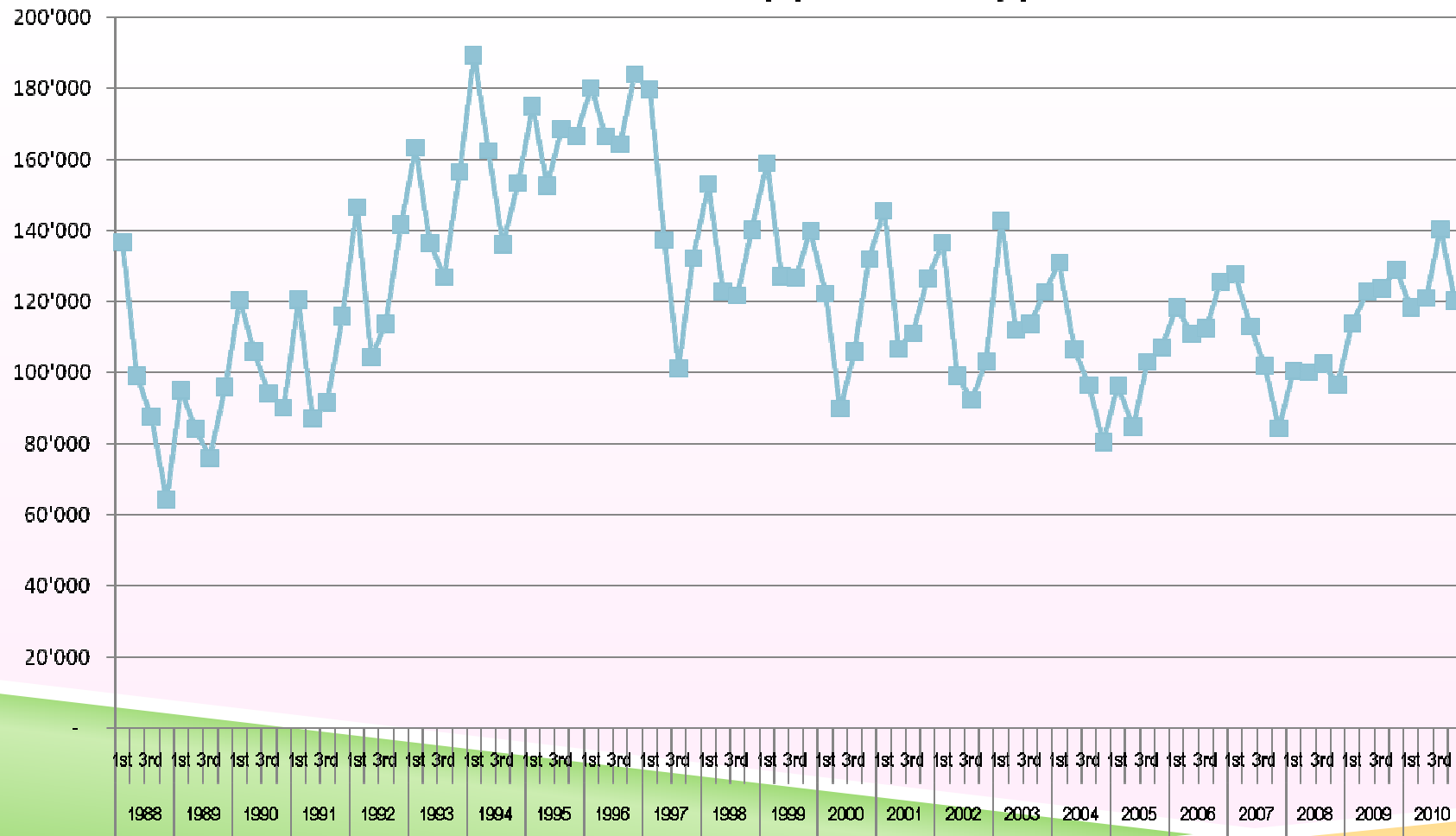
▶ Large amount of independent players

▶ Inefficient production
– Costs excessive by 10 -20% ↑

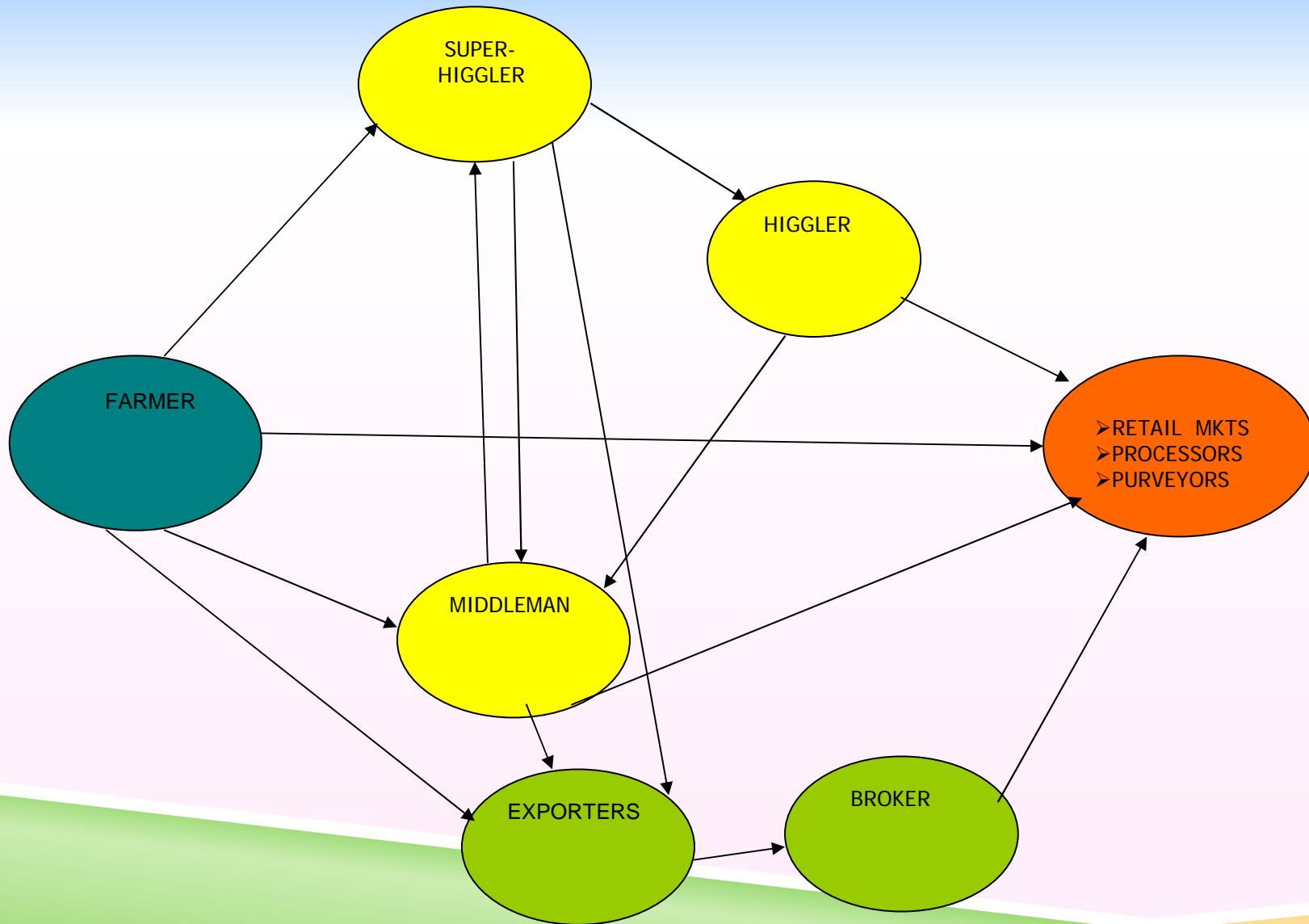
▶ Erratic Production (weather shocks, seasonality)

Flat Production Growth & 2nd Qtr. Seasonal Spikes

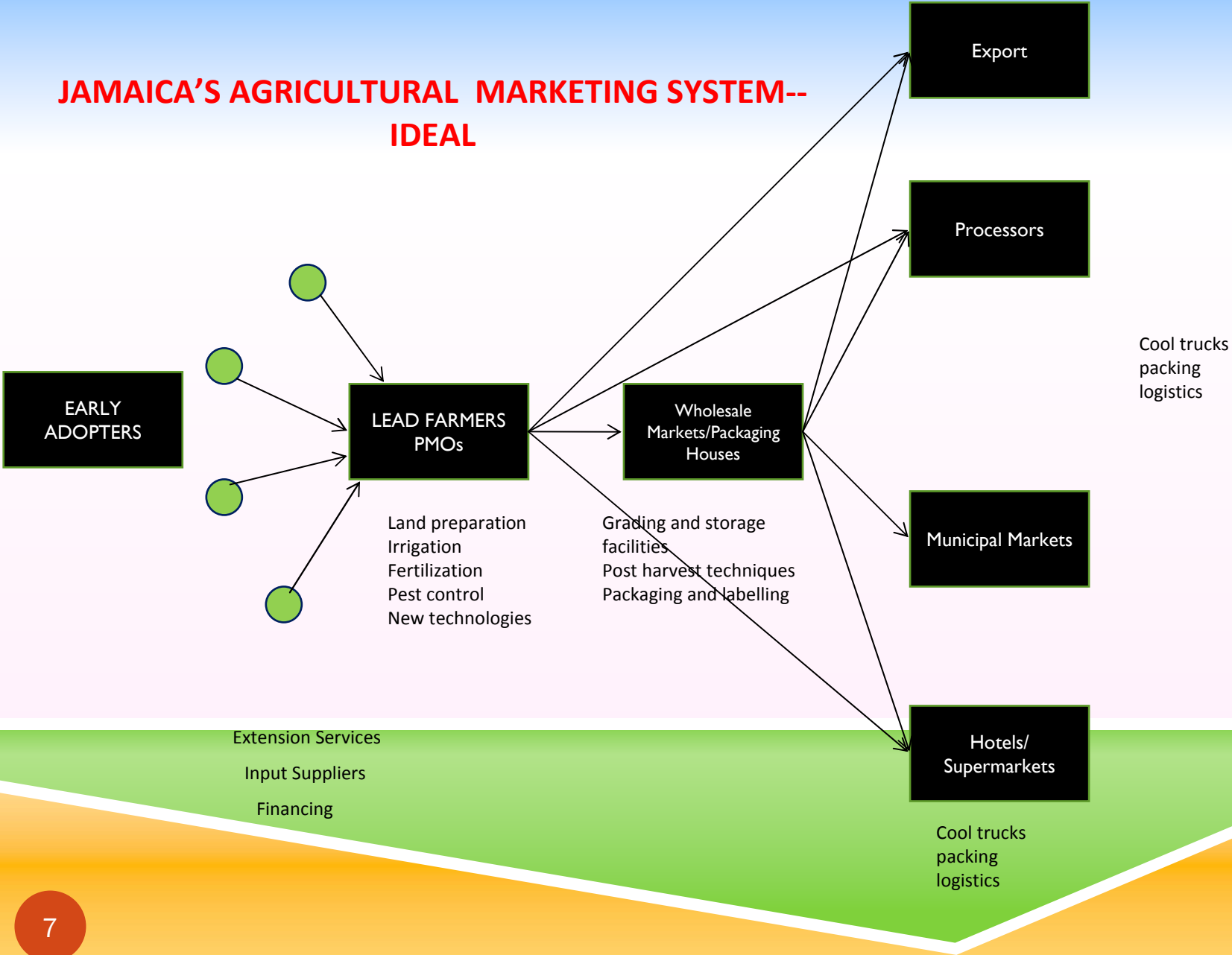
Total domestic crop production (t)



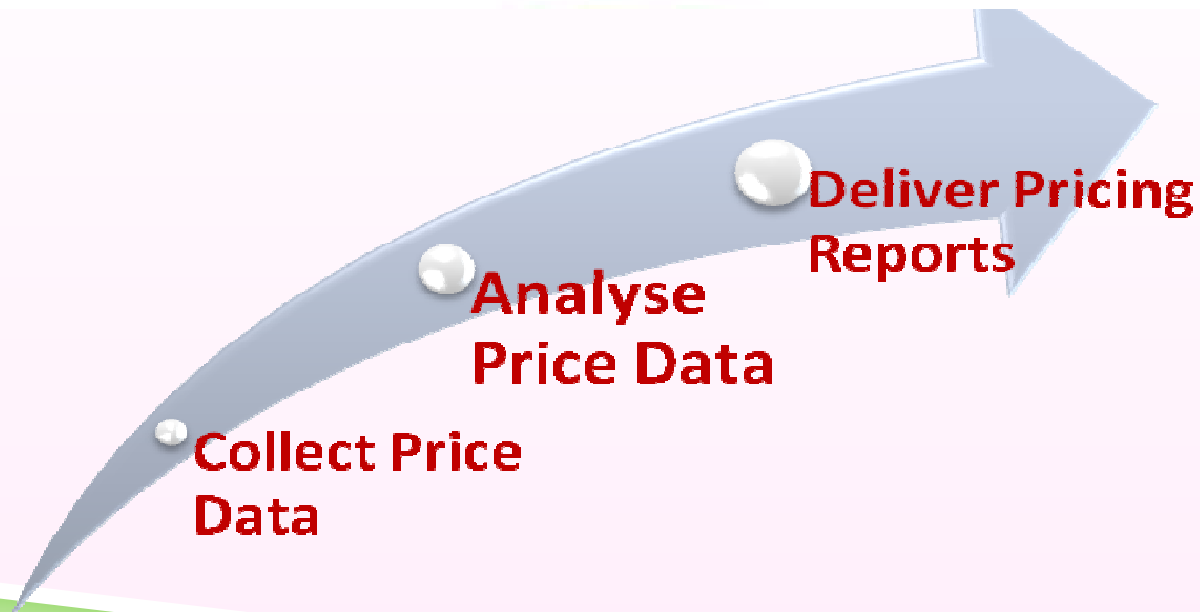
JAMAICA'S AGRICULTURAL MARKETS--PRESENT



JAMAICA'S AGRICULTURAL MARKETING SYSTEM-- IDEAL



Jammiis



Data Collection: -

- ▶ Prices on 30 + agricultural commodities, are collected at keys points on the value chain on a weekly basis on specified days as follows.
 - ▶ Wednesday – Farmgate prices (13 parishes)
 - ▶ Thursday –, Urban Municipal markets (4 Kingston markets), Supermarket Wholesale buying prices, Supermarkets Retail Prices.
 - ▶ Friday – 12 Rural municipal markets (Main market per parish).,
- ▶ Collected by Agr. Marketing Info Div. and RADA, Marketing Division staff

	Farmgate	Municipal		Wholesale	Retail
		Rural Area	Corporate Area		
Collection	Wednesday	Friday & Saturday	Thursday	Wednesday & Thursday	Thursday
Published	Thursday	Monday	Friday	Friday	Friday
Time	8:30 am	11:00 am	10:00am	10:00 am	10:00 am

Data Collection -(contd.)

► **Farm gate prices** are collected by the RADA parish Marketing Officers who directly contact a sample of farmers in key production areas and transmitted via web-based interface on laptop notebooks.



Notebooks with full wireless capacity

Data Collection -(contd.)

► **Municipal Market Prices** are presently collected through direct interviews of vendors in the market, data recorded on paper forms and then transmitted in to HQ, by email.

► System using handheld computer has been developed for direct recording and real time transmission via wireless. Handhelds have been deployed and officers are being trained.



IPAQ 910c

Data Collection -(contd.)

▶ **Supermarket Retail Prices** are collected through visits to the top supermarkets in the KMR. Prices are collected from shelves or in some cases directly from electronic databases. Produce Managers required to sign off on prices.

▶ Handheld computer are equipped to collect and transmit data. Also has the feature for Produce Manager to sign directly on handheld screen



IPAQ 910c

Data Collection -(contd.)

- ▶ **Supermarket Wholesale Buying Prices** are collected through visits to the top supermarkets in the KMR. Prices are collected directly from sales invoices. Produce Managers required to sign off on prices.

► For data Entry there are two classes of users

1. **Data Entry:** users at this level can:

- enter, modify and view price data; and
- manage batches (create/delete).

2. **Data Admin.:** users at this level can:

- create/manage other user accounts;
- assign users for data collection roles (location assignment);
- view/modify batches;
- publish batches;
- generate reports;
- manage commodities (add/edit); and
- manage price sources (add/edit/delete).

JAMIS can be broken down into several key fields for data collection

1. Locations: The geographical location where prices are collected. Location is broken down into a three-tier hierarchy:

- Country;
- Parish; and
- Extension Area.

2. Location Assignment: This component controls the location and price point from which a user is able to submit prices. For example: a user can be assigned to collect prices at a Farmgate price point from a select parish only.

3. Batch: This component allows prices collected by a user at a price point for a particular date, based on the user location assignment, to be grouped together.

4. Commodities: These are the items for which prices are collected. They may be broken-down into a three-tier hierarchy:

- Commodity Category;
- Commodity; and
- Variety.

5. **Price Source:** The price source consists of information about the entity which provided the prices. The following attributes are collected:

- Entity Name;
- Contact Name; and
- Contact Phone Number.

6. **Price Source Type:** Price sources are further sub-divided into “price source types”. This subset captures the different types of price sources that exist in the system. For example: the source of the suppliers of Farmgate prices could vary from a Farmer to a Purchasing Manager.

7. **Trading Points / Price Points:**

- Farmgate:** trading that takes place directly with the commodity producer. These prices are collected primarily from farmers, but from Vendors, Exporters and Institutions that trade directly with Farmers, as well.
- Municipal Markets:** trading that takes place with vendors who sell commodities in a local market place. Prices collected at these price points come from the vendors who sell the commodities and direct observations.
- Wholesale:** trading that take place at a Supermarket or Green Grocer, between a Farmer / Middle Man and the Retailer. The price, here, reflects the Retailer buying price.
- Retail (Supermarkets):** trading that take place at a Supermarket or Green Grocer, between the Consumer and the Retailer.

➤ **Data collection attributes for Farm gate and Municipal Markets -**

- Trader Name: Farmer/Vendor;
- Trader's Operating Location: Farm Address or Market Location;
- Contact Information; and
- Price for select produce.

➤ **Data collection attributes for Wholesale and Retail -**

- Retailer Name;
- Manager's Name / Signature (to authorize price/s);
- Contact Information; and
- Price for select produce.

Data Analysis: -

▶ At this point, the data is analysed and the necessary verifications are made to ensure consistency and accuracy. The data, then, is compiled into summary reports that reflect the existing price range (high and low) and the most frequent price (modal).

▶ Data Analysis Attributes:

1. Price Weights: Derived from historical production levels (plan to incorporate volume collection alongside prices).
2. Weighted Averages: The product of the parishes' modal price and the parish weight.
3. Average Modal Price: The average of the mode prices for all parishes.

Data Reporting:

► After the data analysis is completed, the final step is to generate and publish PDF/ Microsoft Excel compatible reports as well as populate web database. The system, currently, produces a variety of reports and sub-reports which are based on the different price points:

1. Percentage Differentials Reports (between Farm gate and Retail);
2. Farm gate;
3. Municipal Rural;
4. Municipal Corporate Area;
5. Wholesale; and
6. Retail.

► Dissemination through emailing list , newspaper, direct contact through Marketing Officers , and website <http://www.ja-mis.com/>

Welcome Guest,

Sunday, February 13, 2011



Welcome to JAMIS :

Jamaica Agriculture Market Information System (JAMIS), was developed by the Ministry of Agriculture and Fisheries (MOAF) with support from the United States Agency for International Development (USAID), CDC Development Solutions and App Venture, to collect and disseminate pricing data of agricultural commodities traded in the local and regional market place, on a weekly basis.

Current Prices at Local Prices Points for Week Ending 2/19/2011

Select Commodity

Select Report Type Unit of Measure Select Currency

[Im](#)

[Ove](#)

[Jar](#)

[Jar](#)

[Leg](#)

[Pric](#)

[Co](#)

[Sub](#)

[Shc](#)

Continuing Work.

- ▶ Incorporation of quality grades and standards
- ▶ More effective dissemination back to the farmers
- ▶ Incorporation of crop sales volume at the farmgate level
- ▶ Development of protocols for the effective sharing of information between JAMIS and ABIS



▶ **Thank You**